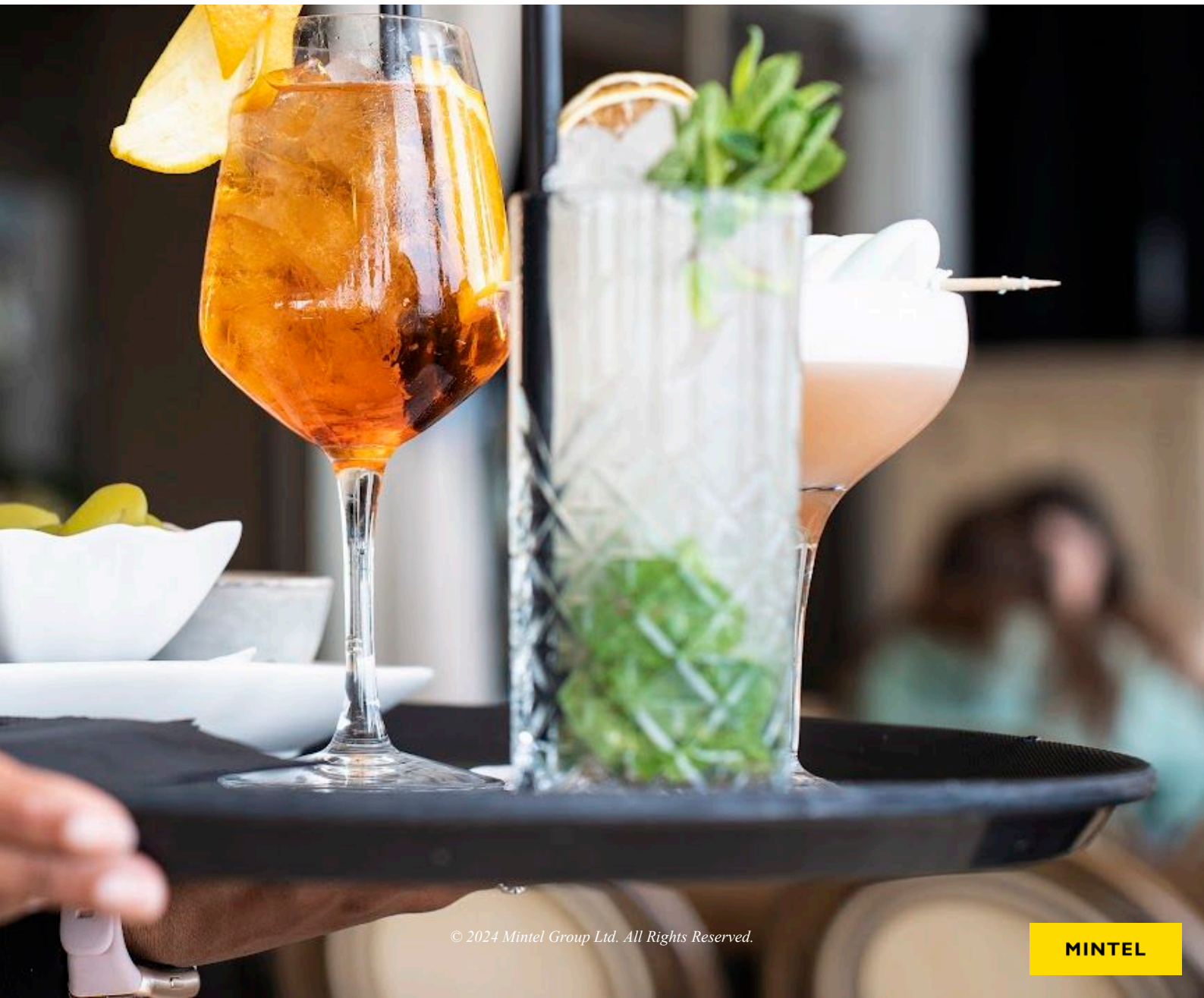


TRENDING FLAVORS AND INGREDIENTS IN NON-ALCOHOLIC BEVERAGES – US – 2024

Any ingredient, functionality, or other innovation must protect a drink's flavor experience to deliver on value. While innovation in the non-alcoholic space is robust, keeping both brands and consumers on their toes, successful formulation allows for new tastes without too much mystery.



Michele Scott, Associate Director, US Research - Food and Drink



Trending Flavors And Ingredients In Non-Alcoholic Beverages - US - 2024

This report looks at the following areas:

- Preferences in new flavor attributes for non-alcoholic beverages
- Attitudes about flavors in non-alcoholic beverages
- General attitudes about non-alcoholic beverages
- Willingness to try new flavors by drink type
- Interest in and experience with specific flavors of non-alcoholic beverages

Overview

When it comes to non-alcoholic drinks, flavor is the ultimate function. **With only 52% of consumers** agreeing that thirst quenching is their main motivation in drinking a beverage, it's clear non-alcoholic drinks are greater than the sum of their parts. Flavor may not translate to fun (only 41% agree NA drinks can still be fun), **consumers don't agree if strong or mild flavors are ideal**, and format, to an extent, dictates flavor execution. But, underneath the seeming contradictions and consumer attitudes that are relatively loosely held, a truth emerges: **non-alcoholic drinks are meant to be an experience of flavor**. True, the experience differs by drink type, but consumers are not going to drink any beverage, or hold positive associations, if beverages taste bad.



Any ingredient, functionality, or other innovation must protect a drink's flavor experience to deliver on value. While innovation in the non-alcoholic space is robust, keeping both brands and consumers on their toes, successful formulation allows for new tastes without too much mystery.

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Thus, familiarity has a strong role in non-alcoholic beverage flavors and ingredients. If consumers are at least somewhat familiar with the former or the latter, they can rest assured that they'll likely enjoy an innovation. Without familiarity, products will have a much harder road towards trial, especially as consumer budget remain tight.

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Report Content



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- Opportunities

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- Protein isn't enough for plant based BFY
- Fruity flavor pairings bring freshness to BFY soda
- Viral tart cherry drink brings on the zzz's, builds on mocktail hype and BFY trends

Product development – Near – What to watch for

- As more hop waters hop into the market, brands will need to clarify if ABV-free or not
- Veggies perform better together, particularly from iconic brand
- Gimme some (brown) sugar

Product development – Next – What's in the pipeline

- Florals bloom with the right foundation
- Balance flavors, foundation to win with florals
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- Opportunities aren't souring with mouth-puckering flavors
- Ingredients like adaptogens need some positive PR to take advantage of consumer movement away from alcohol.
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